

LEO BURNETT USA

a division of Leo Burnett Worldwide, Inc.

Ad No. 3025 - West - May, Nov. 1982 - Back Cover - 10 1/2 x 12 inches - Rolling Stone, 1975

Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.



Lower in tar. And still offers up
the same quality that's made
Marlboro famous.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

12 mg. "tar," 0.8 mg. nicotine av. per cigarette (FTC Report April '78)

